

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 MMO-04 EB-08 AGR-01 AID-05 ICA-20
/053 W

-----015963 141755Z /46

R 141405Z APR 78
FM AMEMBASSY QUITO
TO USDOC WASHDC
SECSTATE WASHDC 7921
INFO AMCONSUL GUAYAQUIL

UNCLAS SECTION 1 OF 2 QUITO 2446

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: REPORT ON 2ND QUARTER FY 1978 CCAG MEETING

1. A MEETING OF THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) WAS HELD APRIL 5 TO DISCUSS THE RESULTS OF OUR SECOND QUARTER ACTIVITIES UNDER THE FY 1978 COUNTRY COMMERCIAL PROGRAM (CCP).

2. COMMENTS FROM OFFICERS RESPONSIBLE FOR THE VARIOUS CCP COMPAGNS INDICATED SUBSTANTIAL COMPLETION OF SECOND QUARTER GOALS, WITH THE EXCEPTION OF DELAYS IN THE COMPLETION OF MARKET RESEARCH. THE MAJOR PROJECT OPPORTUNITIES REPORT, SUBMITTED DURING THE SEOND QUARTER, WAS THE MOST COMPREHENSIVE TO DATE, COVERING 56 PROJECTS (VS. 35 IN THE PREVIOUS). MEMBERS OF THE IOWA IOGA TRADE MISSION REPORTED A SATISFACTORY AND SUCCESSFUL VISIT TO GUAYAQUIL, ALTHOUGH WE HAVE NOT YET RECEIVED A FINAL REPORT ON THIS ACTIVITY FROM USDOC. (QUITO WAS NOT INCLUDED ON THE MISSION'S ITINERARY). COMPLETION OF MARKET RESEARCH FOR FOOD PROCESSING AND PACKAGING MACHINERY AND EQUIPMENT IN ECUADOR WAS DEFERRED INTO THE THIRD QUARTER OF FY 1978, AS WAS AN UPDATE ON THE MARKET FOR AGRICULTURAL MACHINERY
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AND EQUIPMENT. AN EARLY START, HOWEVER, WAS MADE ON MARKET RESEARCH ON THE METALWORKING SECTOR. THIS RESEARCH IS NOT DUE UNTIL THE FOURTH QUARTER.

3. THERE WAS ACTIVE DISCUSSION AMONG THE CCAG MEMBERS REGARDING THE 1979 GUAYAQUIL FAIR. ED ROJAS, THE GUAYAQUIL COMMERCIAL OFFICER, WILL TAKE THE LEAD

IN ORGANIZING THE POST'S PARTICIPATION IN THIS EVENT, AND AGREED TO RESPOND TO VARIOUS REQUESTS FROM CCAG MEMBERS PERTAINING THERETO. THE PUBLIC AFFAIRS OFFICER STATED THAT HE NEEDED TO KNOW THE AMOUNT OF SPACE THAT WOULD BE AVAILABLE FOR THE USICA CENTERPIECE SO THAT HE COULD MAKE NECESSARY LOGISTICAL AND BUDGETARY ARRANGEMENTS. THE ADMIN OFFICER REMINDED THE GROUP OF HIS NEED FOR BUDGETARY SUBMISSIONS AS SOON AS POSSIBLE, ESPECIALLY AS INVOLVES EXPENDITURES FOR FY-79. (THE GUAYAQUIL FAIR STRADDLES OUR FISCAL YEARS, RUNNING FROM LATE-SEPTEMBER INTO EARLY-OCTOBER.) THE AGRICULTURAL ATTACHE EXPRESSED INTEREST IN USDA PARTICIPATION IN THE FAIR, AND REQUESTED ALL AVAILABLE DETAILS AND THAT HE BE KEPT ABREAST OF DEVELOPMENTS. THE GROUP AGREED TO THESE REQUESTS.

4. AS AN EXAMPLE OF CONTINUED COOPERATION AMONG CCAG MEMBERS, INCLUDING THE ECONOMIC/COMMERCIAL SECTION, THE OFFICE OF THE AGRICULTURAL ATTACHE, AND USAID, THE AGATT REVIEWED POST EFFORTS AT INVOLVING U.S. FIRMS IN ECUADOR'S NEED FOR WEATHER MODIFICATION DUE TO SEVERE DROUGHT. GOE REQUESTS FOR USG ASSISTANCE IN WEATHER MODIFICATION HAD GONE AS HIGH AS DIRECT REPRESENTATION FROM THE FOREIGN MINISTER TO THE CHARGE. USDOC AND USDA RESPONDED BY COMMUNICATING TO U.S. RAINMAKING FIRMS THE NEED FOR SUCH SERVICES HERE. THE GOE IS ACTIVELY PURSUING THIS WITH THREE OF THE FIRMS THAT UNCLASSIFIED

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RESPONDED.

5. THE COMATT REVIEWED THE SHARPLY INCREASING REACTIVE WORKLOAD. ADS REQUESTS ALONE GREW 100 PERCENT FROM CY-1976 TO CY-1977, AND THEY ARE INCREASING AT LEAST A FURTHER 40 PERCENT THIS YEAR. SINCE THE ADS SEARCH HAS TO BE DONE BY BOTH EMBASSY QUITO AND CONGEN GUAYAQUIL, THIS SINGLE WORKLOAD FACTOR ALREADY ACCOUNTS FOR ONE FIFTH OF TOTAL AVAILABLE LOCAL PROFESSIONAL MAN-HOURS. IT IS NOT OUR AIM TO DISCOURAGE ADS REQUESTS; IT IS ONE OF THE MOST USEFUL AND RESPONSIVE SERVICES WE PERFORM FOR A U.S. EXPORTER. THE POINT IS THAT UNLESS WE HAVE CONCOMITANT STAFFING INCREASES, THE INCREMENTAL TIME SPENTS ON ADSS, WTDRS, ETC, HAS TO COME "OUT OF SOMEONE ELSE'S HIDE." CCP CAMPAIGNS AND SPECIAL ACTIONS MUST BE REDUCED IN

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FM AMEMBASSY QUITO
TO USDOC WASHDC
SECSTATE WASHDC 7922
INFO AMCONSUL GUAYAQUIL

UNCLAS SECTION 2 OF 2 QUITO 2446

SCOPE, AND WE CAN SPEND LESS TIME TRACKING DOWN NEW
MAJOR PROJECTS AND CONDUCTING MARKET RESEARCH.

6. OUR EXISTING PERSONNEL SITUATION DURING THE 2ND QUARTER
WAS AFFECTED BY THE RESIGNATION OF CONGEN COMMERCIAL
ASSISTANT WELLINGTON GALLARDO AND THE HOSPITALIZATION FOR
ABOUT A MONTH OF BOLIVAR GARAICOA, THE ONLY OTHER LOCAL
PROFESSIONAL IN THE CONGEN E/C SECTION. ALSO, DURING
MR. ROJAS' ABSENCE ON HOME LEAVE, MEMBERS OF THE QUITO
E/C SECTION FILLED IN FOR HIM AT THE CONGEN. FINALLY,
THE CHARGE BROUGHT BACK FROM WASHINGTON THE NEWS THAT
IT IS UNCERTAIN THAT OUR REQUEST FOR A SECOND
COMMERCIAL ASSISTANT POSITION FOR QUITO WILL BE
GRANTED FOR FY-1979.

7. ON THE SUBJECT OF MISSION PROMOTION OF FOREIGN
BUYERS GROUPS, IT WAS NOTED THAT THE EMBASSY AND CONGEN
SENT A TOTAL OF 47 ECUADOREANS TO THE JANUARY CONCRETE
AND AGGREGATES SHOW IN LAS VEGAS. THE GROUP WAS
ACCOMPANIED BY COMATT BATEMAN AND COMMERCIAL ASSISTANT
GALLARDO. WE ALSO SENT FOUR ECUADOREANS TO THE FOOD
PROCESSING EXHIBITION HELD IN CHICAGO, IN FEBRUARY,
AND THE CONGEN WAS RESPONSIBLE FOR SENDING 31 INDIVIDUALS
TO EXPO PESCA.

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8. FOLLOWING ARE STATISTICS ON THE MISSION'S OUTPUT
OF SELECTED ROUTINE REPORTING AND OTHER ACTIVITIES:

JANUARY 1 TO MARCH 31
FY 77 FY-78

PRIVATE TRADE OPPORTUNITIES		50	92
EMB	37	33	
CONGEN	13	59	

FOREIGN GOVERNMENT TENDERS		15	11
EMB	6	4	
CONGEN	9	7	

EARLY WARNING/PRODUCT OPP.		10	12
EMB	8	11	
CONGEN	2	1	

& AGENT DISTRIBUTOR SERVICE		23	7
EMB	9	6	
CONGEN	14	7	

WTDR	50	74	
EMB	30	43	
CONGEN	20	31	

LICENSING OPP./JOINT VENTURE		1	4
EMB	1	3	
CONGEN	-	1	

MARKET STUDIES		2	-
EMB	2	-	
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CONGEN	-	-	
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MAJOR PROJECTS REPORTED		-	56
EMB	-	56	
CONGEN	-	-	

EXHIBITS/SEMINARS/T.M.		1	1
EMB	1	-	
CONGEN	-	1	

& FOREIGN BUYERS PROGRAM		4	3
EMB	2	3	
CONGEN	4	2	

ADS AND FBP ACTIVITIES AT EMBASSY AND CONGEN INVOLVED SAME
U.S. FIRMS AND SHOWS
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